WHAT IS CLAIMED IS:

1. An acoustic emission measurement system comprising:

5   (A) Means for generating an acoustic emission signal from skin;

(B) Means for collecting, storing and displaying said emission signal;

(C) means for correlating said emission signal with an attribute of said skin;

wherein said system is used as a clinical tool to evaluate efficacy of cosmetic skin care and/or cleansing products.

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2. The system according to claim 1, wherein said means for displaying said emission signal comprises a medium selected from the group consisting of Internet, camera, palm pilot, mobile phone, mobile camera phone, and advertising and promotional

15   material selected from the group consisting of television, magazines, brochures, posters, flyers, and hand-outs.

3. The system according to claim 1, wherein said system is used by a consumer, a beautician, a professional adviser, or combination thereof.

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4. The system according to claim 1, wherein said correlation represents attributes of pores, wrinkles, photoaging, or skin texture.

5.   A cosmetic product selection and/or customization system comprising:

(i) at least one cosmetic composition for reducing the appearance of at least one undesirable skin attribute; and

5   (ii)   an acoustic emission system associated with said cosmetic composition;

the acoustic emission system having a means for evaluating current appearance of skin attributes or progress in reducing the appearance of said undesirable attributes with the use of said cosmetic composition.

10   6. The system according to claim 5, wherein said acoustic emission measurement system comprises a medium for indicia of at least two different skin attributes, thereby allowing consumers or clinicians to distinguish skin attributes resulting from application and/or wash-off of a cosmetic product.

15   7. The system according to claim 5, wherein said media are selected from the group consisting of Internet, camera, palm pilot, mobile phone and advertising material.

8.   The system according to claim 5, whereby said system facilitates adherence by a consumer to a product usage regimen on the basis of said

20   distinguished skin attributes.

9.   The system according to claim 5, wherein said acoustic emission measurement system is placed into a carton alongside a container holding the cosmetic composition.

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10. The system according to claim 5, whereby said system facilitates cosmetic product selection on the basis of said distinguished skin attributes.

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11.   The cosmetic system according to claim 5, wherein said facial attributes are selected from the group consisting of pores, wrinkles, photoaging, or skin texture.

10   12.   A method for evaluating efficacy of a cosmetic product, the method comprising:

(A) providing a system according to claim 5;

(B) applying the cosmetic product to an area of skin;

(C) generating acoustic emission data for said area of skin;

(D) analyzing said data to assess said skin attributes; and

15   (E) repeating steps (C) and (D) at a future time followed by comparison of data resultant from first and second assessments of the skin.

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13.   The method according to claim 12, wherein said evaluation is a self-evaluation by a consumer or an evaluation by a clinician, beautician or sales assistant.

5   14.   The method according to claim 12, wherein said assessments are of facial attributes are selected from the group consisting of pores, wrinkles, photoaging, and skin texture.

15.   A method of evaluating facial attributes on an area of human skin of at
10   least one individual, comprising:

(A)   providing a system according to claim 1;

(B)   generating acoustic emission data for said area of human skin;

(C)   analyzing said data to define a distribution of skin attributes in a population of said individuals.

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16.   The method according to claim 15, wherein said facial attributes are selected from the group consisting of pores, wrinkles, photoaging, and skin texture.

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